Sierra Cascade RNN Reach of Channel Utilization for Federal Fiscal Year 05

Channels utilized for services provided

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		
Activity	Utilized Channel	Percent of Agencies	Utilized Channel	Percent of Agencies	
RNN CONTRACTS	1	100%	1	100%	
CHANNELS					
Community Clinics	No		No		
Community Youth Organizations	Yes		Yes		
Faith/Church	No		No		
Farmers' Markets/Flea Markets	Yes		Yes		
Festivals	Yes		Yes		
Food Closets/Food Pantries	No		Yes		
Food Stamp Offices	No		No		
Grocery Stores/Supermarkets	Yes		Yes		
Head Start	No		Yes		
Healthcare Facilities	No		No		
Healthy Start/First Five Commissions	Yes		No		
Indian Tribal Organizations	Yes		Yes		
Internet/Web	No		Yes		
Other Community Based Organizations	No		Yes		
Parks, Recreation Centers	Yes		Yes		
Print	Yes		Yes		
Public Health Department	Yes		Yes		
Radio	Yes		Yes		
Restaurants/Diners/Catering Trucks	No		No		
Schools (K-12)/School Districts	Yes		Yes		
Senior Centers	No		No		
Soup Kitchens/Congregate Meal Sites	No		No		
Television	Yes		Yes		
Universities, Community Colleges University California Cooperative	Yes		Yes		
Extensions	Yes		Yes		
Web/Other Media	No		Yes		
WIC Sites	Yes		Yes		
Worksites/Employers/Labor Groups	No		Yes		
Other	No		No		

Sierra Cascade RNN Reach of Media Advertising Efforts for Federal Fiscal Year 05

Advertising includes any paid or public service placement that has a commercial look and does not contain editorial material. It includes PSA's for radio, TV, paid news print advertising, and outdoor placements such as billboards and bus wraps.

Reporting Period		1, 2004 - 31, 2005	April 1, 2005 - September 30, 2005		Year Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
TV						
paid TV ads	0	0	0	0	0	0
free TV ads	4	0	0	0	4	0
Radio						
paid radio ads	0	0	1	25,219	1	25,219
free radio ads	0	0	0	0	0	0
Print						
paid ads placed	0	16,500	2	6,010	2	22,510
Outdoor						
paid ads placed on billboards, bus stops, or other outdoor advertising	0	48,000	2	1,800,000	2	1,848,000
RNN TOTALS	4	64,500	5	1,831,229	9	1,895,729
Consumer Impressions may be dupli	cate counts					

Sierra Cascade RNN Reach of Public Relation Efforts for Federal Fiscal Year 05

Public Relations activities are things a program does to generate free news coverage of program activities or issues a program is trying to highlight.

Reporting Period	October 1, 2004 -		April 1, 2005 -		Year Totals	
Reporting 1 eriod	March 31, 2005		September 30, 2005		Teal Totals	
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1	•	1		-	•
TV						
# Agencies that submitted media alerts or						
tip sheets to TV	0	n/c	0	n/c	0	n/c
# Media alerts or tip sheets submitted	0	n/c	0	n/c	0	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# press releases submitted	0	n/c	4	n/c	4	n/c
TV stories aired from releases	2	n/c	3	n/c	5	n/c
Total TV interviews conducted	0	n/c	1	n/c	1	n/c
TV stories from interviews	2	28,800	1	75,000	3	103,800
Total number of TV inputs	4	28,800	10	75,000	14	103,800
D. 1:						
Radio				T	1	ı
# Agencies that submitted media tip	_		_			
sheets to radio	0	n/c	0	n/c	0	n/c
# Media alerts or tip sheets submitted	0	n/c	0	n/c	0	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# Press releases submitted to radio	0	n/c	12	n/c	12	n/c
Radio Stories from releases	4	n/c	2	n/c	6	n/c
Total # radio interviews conducted	4	n/c	2	n/c	6	n/c
Total # radio interviews aired	4	36,800	2	3,800	6	40,600
Total number of radio inputs	12	36,800	19	3,800	31	40,600
Print						
# Agencies that submitted any tip sheets						
to newspaper	1	n/c	1	n/c	2	n/c
# Media alerts or tip sheets submitted	2	n/c	13	n/c	15	n/c
# Agencies that submitted press releases	0	n/c	1	n/c	1	n/c
# Press releases submitted to print	0	n/c	9	n/c	9	n/c
Total print stories printed	10	315,570	12	175,730	22	491,300
Interviews with print outlets	0	n/c	3	n/c	3	n/c
Print Stories from interviews	0	0	3	42,450	3	n/c
Total number of print inputs	13	315,570	42	218,180	55	491,300
RNN TOTALS	29	381,170	71	296,980	100	635,700
n/c = not collected						
Consumer Impressions may be duplicate co	ounts					

Sierra Cascade RNN Reach of Media Advocacy Efforts for Federal Fiscal Year 05

Media advocacy describes when media is used to promote a policy agenda. It includes three basic steps: setting the agenda, shaping the debate, and advancing the policy. Media advocacy work has a clear expectation of social change resulting from the efforts.

Reporting Period	October 1, 2004 - April 1, 2005 - March 31, 2005 September 30, 2005		•		Year '	Γotals
Type of Advertising	Inputs	Consumer Impressions	Inputs	Consumer Impressions	Total Inputs	Total Consumer Impressions
RNN CONTRACTS	1		1			
# Feature Articles Submitted	1	n/c	2	n/c	3	n/c
Total Feature Stories Run	1	100,000	2	100,000	3	200,000
# Letters to Editor Submitted	0	n/c	0	n/c	0	n/c
Total Letters to the Editor Run	0	0	0	0	0	0
Total Editorial Board Meetings						
Attended	0	n/c	0	n/c	0	n/c
RNN TOTALS	2	100,000	4	100,000	6	200,000

n/c = not collected

Sierra Cascade RNN Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 1 of 2)

Reporting Period	October March 3	•	April 1, 2005 - September 30, 2005		Year 7	Γotals
Activity	Number of Events / Activities	Number of Participants (Consumer Impressions)	Number of Events / Activities	Number of Participants (Consumer Impressions)	Total Number of Events / Activities	Total Consumer Impressions
RNN CONTRACTS	1		1			
Grocery Stores						
# taste tests at grocery stores	0	0	36	1,075	36	1,075
# grocery store tours	0	0	56	1,336	56	1,336
# other grocery promotions	0	0	36	1,325	36	1,325
Total Grocery Store Events	0	0	128	3,736	128	3,736
Farmer's Markets						
# farmer's market taste tests	0	0	24	2,030	24	2,030
# farmer's market tours	0	0	0	0	0	0
# other farmers market events	0	0	26	1,250	26	1,250
Total Farmers Market Events	0	0	50	3,280	50	3,280
Restaurants						
# taste tests at restaurants	0	0	0	0	0	0
# restaurant tours	0	0	0	0	0	0
# other restaurant promotions	1	600	0	0	1	600
Total Restaurant Events	1	600	0	0	1	600
School and Worksite Food Service						
# cafeteria merchandising	2,340	1,345,230	44	48,290	2,384	1,393,520
# menu promotions	0	0	0	0	0	0
# other school and worksite promotions	0	0	0	0	0	0
Total School and Worksite	U	U	U	U	U	U
Events	2,340	1,345,230	44	48,290	2,384	1,393,520

Sierra Cascade RNN Reach of Sales Promotions Activities for Federal Fiscal Year 05 (Page 2 of 2) October 1, 2004 - March April 1, 2005 - September Reporting Period **Year Totals** 31, 2005 30, 2005 Number of Number of Total Number of **Participants** Number of **Participants Total Number** Events / (Consumer Events / (Consumer of Events / Consumer Activities Impressions) Impressions) Activities Impressions Activity Activities RNN CONTRACTS 1 1 Other Special Events # organized sports events 0 0 2 115 2 115 7 6,500 45 9,595 52 16,095 # health fairs 0 0 2 250 2 250 # festivals 0 0 0 0 0 0 # community forums 0 0 0 0 0 # federal food assistance 0 0 0 0 0 0 0 # walk to school # TV turn off 0 0 0 0 0 0 1 700 0 0 700 # radio remotes 1 0 0 # of other events 5 240 5 240 **Total Special Events** 8 7,200 54 10,200 62 17,400 2,349 1,353,030 276 65,506 2,625 1,418,536 **RNN TOTALS**

Sierra Cascade RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 1 of 4)

Personal sales are most like traditional nutrition education. Classes are defined as a single class and/or each lesson in a series of separate lessons or professional development sessions. Participation in one class is the sum of individuals attending a single class or one lesson in a series. In a series of classes, each class must be in/alluded in the total number of impressions. Materials distribution is also considered a "personal sales" activity. Please write the name of each item distributed and the number that was distributed.

Number of Participants (Consumer	Septembe:	r 30, 2005 Number of	Year T	lotais
Participants	Number of	Number of		
Impressions)	Classes / Activities	Participants (Consumer Impressions)	Total Number of Classes / Activities	Total Consumer Impressions
Impressions,	Activities 1	Ппртеззіонь)	renvines	Impressions
3,514	850	25,167	886	28,681
121	58	686	70	807
0	12	6,975	12	6,975
550	0	0	2	550
18	68	400	69	418
4,203	988	33,228	1,039	37,431

Reach of Network Personal Sales Activities for RNNs on the following page

	Si	erra Casca	de RNN			
Reach Pe				05 (Page 2 o	of 4)	
Reporting Period	October March 3	•	_	, 2005 - r 30, 2005	Year '	Totals
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
RNN CONTRACTS	1		1			
Materials Distributed						
Newly Developed Materials						
# curriculums and lessons developed	0	n/c	0	n/c	0	n/c
# promotional items developed	0	n/c	0	n/c	0	n/c
# other items developed	0	n/c	0	n/c	0	n/c
Total Newly Developed Materials	0	n/c	0	n/c	0	n/c
Previously Developed Materials						
# curriculums and lessons previously developed	10	n/c	42	n/c	52	n/c
# promotional items previously developed	0	n/c	12,024	n/c	12,024	n/c
# other items previously developed	0	n/c	2,065	n/c	2,065	n/c
Total Previously Developed Materials	10	n/c	14,131	n/c	14,141	n/c
Other Nutrition Materials, Non-Network Produced						
# Other Program curriculum previously developed	0	n/c	34	n/c	34	n/c
# Other Program promotional item previously developed	436	n/c	6,427	n/c	6,863	n/c
# Other Program other types of materials previously developed	45	n/c	1,360	n/c	1,405	n/c
Total Other Nutrition Materials, Non-Network Produced	481	n/c	7821	n/c	8302	n/c
n/c = not collected						
Reach of Network Personal Sales Ac		Ns on the follo	wing page			
Consumer Impressions may be dupl	icate counts					

Sierra Cascade RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 3 of 4)

Reporting Period	October 1, 2004 - April 1, 2005 - Year March 31, 2005 September 30, 2005		April 1, 2005 - September 30, 2005		Year '	Totals
Activity	Quantity Distributed	Consumer Impressions	Quantity Distributed	Consumer Impressions	Total Quantity Distributed	Total Consumer Impressions
RNN CONTRACTS	1		1			
Food Stamp Materials						
Changing the Scene	0	n/c	0	n/c	0	n/c
Nutrition Nibbles	0	n/c	0	n/c	0	n/c
Fruits and Vegetables Galore	0	n/c	0	n/c	0	n/c
Other	886	n/c	0	n/c	886	n/c
Total Food Stamp Materials	886	n/c	0	n/c	886	n/c

n/c = not collected

Reach of Network Personal Sales Activities for RNNs on the following page

Sierra Cascade RNN Reach Personal Sales for Federal Fiscal Year 05 (Page 4 of 4)									
Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		Year Totals				
Activity	Internet Hits Number of (Duplicate Number of (Duplicate Websites Count) Internet Hits Number of (Duplicate Count)				Total Number of Websites	Total Internet Hits (Duplicate Count)			
RNN CONTRACTS	1		1						
Internet									
# Websites	1	0	1	11,017	n/a	11,017			
Total Internet	1	0	1	11,017	n/a	11,017			
RNN TOTALS 1,429 4,203 22,941 44,245 24,368 48,448									
n/a = not applicable									

Sierra Cascade RNN Reach of Environmental Change Efforts for Federal Fiscal Year 05 (Page 1 of 2)

Environmental change includes changes to the economic, social or physical environments.

Domontina Dovio d	October	1, 2004 -	April 1, 2005 -			
Reporting Period	March 3	31, 2005	September	September 30, 2005		
	Support Policy	Percent of	Support Policy	Percent of		
Activity	Change	Agencies	Change	Agencies		
RNN CONTRACTS	1	100%	1	100%		
ENVIRONMENT						
Developed and maintained partnerships to						
work towards environmental change	No		Yes			
Developed/maintained school or community						
garden	No		No			
Encouraged restaurants and grocery stores to						
carry culturally appropriate foods and						
healthier choices	No		Yes			
Improved access and appearance of stairwells	No		No			
Improved food choices in cafeterias and						
worksites	No		No			
Improved transportation to and from						
markets	No		No			
Increased daily nutrition announcements,						
tips and posters in schools and worksites	Yes		Yes			
Increased distribution and access to fruits						
and vegetables in local stores	No		No			
Increased fruits and vegetables at group	**		.,,			
functions	Yes		Yes			
Increased lighting, paths, times to promote	NI.		NI.			
biking and walking	No		No			
Increased promotion of and access to						
information for federal food assistance	NI		37			
programs	No		Yes			
Initiated/Implemented farmers' market,						
coop, CSA or other agriculture related			.,,			
environmental change	No		Yes			
Initiated/Implemented school salad bar	W		NT -			
program	Yes		No			
Limited access to high fat milk products	No		No			
Limited access to soda	No		No			
Limited access to unhealthy foods	No		No			
Made healthy snack carts available	No		No			
Replaced vending machine choices with						
healthier foods	Yes		Yes			

RNN TOTALS

Policy, Systems & Environment changes continue on the next page.

Sierra Cascade RNN Reach of Policy Change Efforts for Federal Fiscal Year 05 (Page 2 of 2)

Policies include laws, regulations and rules (both formal and informal). Examples: school board food policies banning the sale of soda and junk food on school campuses; organizational rules that provide time off during work hours for physical activity.

Reporting Period	October 1, 2004 - March 31, 2005		April 1, 2005 - September 30, 2005		
Activity	Support Policy Change	Percent of Agencies	Support Policy Change	Percent of Agencies	
RNN CONTRACTS	1	100%	1	100%	
POLICY					
Adopt local policies that require sidewalks, bike paths and safe routes	No		No		
Establish policies that make after school programs are available and promote					
nutrition and physical activity	No		No		
Established commercial free schools	No		No		
Established policies about serving healthier foods at meetings or event	Yes		Yes		
Established policies regarding food stamps, food security or food banks	No		No		
Established policies that decreased unhealthy foods and beverages at schools	No		No		
Established policies that ensure implementation of physical education in K-12	No		Yes		
Established policies that require at least 50% of food in school food service are	NI-		V		
healthy options Established policies to encourage	No		Yes		
development of healthy food vendors	No		Yes		
Ratified rules to promote physical activity	No		No		
Worked with Farmers' Markets to increase participation in food assistance programs	Yes		No		
Worked with groups for policy agenda RNN TOTALS	Yes		Yes		